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Ram Truck Announces Pricing for 2015 Ram 1500 Rebel and Ram 1500 Laramie Limited

- Ram 1500 Rebel makes a statement with increased ride height, standard 33-inch tires, skid plates, tow hooks and unique interior starting at \$42,790
- Chrome accents, prominent badges, Argento wood and premium leather are key ingredients of new Ram 1500 Laramie Limited with a starting price of \$50,675

June 9, 2015, Auburn Hills, Mich. - The Ram 1500 continues to move forward with two mid-year 2015 offerings that carry into the 2016 model year – the Ram 1500 Rebel and Ram 1500 Laramie Limited.

The Ram 1500 Rebel brings a one-of-a-kind, off-road design to the full-size truck segment. The Rebel drops right into a core segment of the truck market with unique design cues and mechanical innovation backed by Ram Truck engineering.

Rebel features an all-new grille with a prominent billet silver “RAM” letter badge. Departing from the brand’s iconic “crosshair” designs, the blacked-out Rebel grille tops a completely new black off-road front bumper design with a durable powder-coated surface. It also incorporates a powder coated, billet silver skid plate, front tow hooks, 33-inch Toyo tires and an all-new 17-inch aluminum wheel.

Inside, Rebel is every bit as brawny and rugged as it is outside. The truck features industry-exclusive seating elements finished in Radar Red and black with fabric inserts embossed with the Toyo tire tread pattern, matching the Rebel’s actual footprint. Standard heated front seats feature Light Diesel Gray accent stitching, Radar Red Ram’s head embroidery on the headrests and black with Light Diesel Gray Rebel nameplate embroidered on the upper seat bolsters.

Ram Truck brand also has taken the Ram Laramie Limited – the benchmark in truck opulence – to an even higher level of sophistication and attention to detail. Featuring premium materials, such as all-black, full-leather seating, real wood interior components and unique badges, Limited is a “black-tie” luxury alternative to the popular southwestern-themed Laramie Longhorn edition pickup.

The Limited’s all-new grille is the most prominent change of the exterior. As the leading point, its new billet port grille breaks from the long tradition of crosshair styling with bold “RAM” lettering. Additional chrome exterior accents and a chrome “RAM” tailgate logo distinguish the Limited model. Limited also features an all-new 20-inch forged multi-surface aluminum wheel – unique in the truck market.

Subtle stitching accents, pinstriping, unique materials and patterns are found throughout the interior. A new console bin houses a cellular phone and tablet holder, which can be concealed with a new tambour sliding door made from Black Argento wood, the chosen timber for the Limited interior. The collective silver pinstripe theme runs through the truck, including black premium Berber carpet inserts, which can easily be removed from the floor mats to reveal double-duty slush mats.

Debuting on the Limited and Rebel models, is an all-black headliner and pillars combination.

The Ram 1500 leads pickup truck fuel economy with the exclusive 3.0-liter EcoDiesel V-6 engine delivering 240 horsepower and 420 lb.-ft. of torque at 29 miles per gallon (mpg).

Ram Truck offers the best value in half-ton trucks with a starting price of \$25,410, plus \$1,195 destination, and includes a standard 5.7-liter HEMI® V-8 engine.

2015 Ram 1500 Rebel and 2015 Ram 1500 Laramie Limited pricing:

1500 Rebel 4x2 Crew Cab 5.7-liter HEMI V-8: \$42,790

1500 Rebel 4x4 Crew Cab 3.6-liter Pentastar V-6: \$44,720

1500 Rebel 4x4 Crew Cab 5.7-liter HEMI V-8: \$46,370

1500 Laramie Limited 4x2 Crew Cab 5.7-liter HEMI V-8: \$50,675

1500 Laramie Limited 4x2 Crew Cab 3.0-liter EcoDiesel: \$53,795

1500 Laramie Limited 4x4 Crew Cab 5.7-liter HEMI V-8: \$54,180

1500 Laramie Limited 4x4 Crew Cab 3.0-liter EcoDiesel: \$57,300

Prices do not include \$1,195 destination

Ram Truck Brand

In 2009, the Ram Truck brand launched as a stand-alone division, focused on meeting the demands of truck buyers and delivering benchmark-quality vehicles. With a full lineup of trucks - the Ram 1500, 2500/3500 Heavy Duty, 3500/4500/5500 Chassis Cab and ProMaster - the Ram brand builds trucks that get the hard work done and families where they need to go.

Ram continues to outperform the competition and sets the benchmark for:

- Best-in-class standard horsepower
- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with real metal and leather elements and a new 14.5-inch Uconnect touchscreen
- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with available, segment-exclusive, active-level, four-corner air suspension
- Best-in-class available rear leg room
- The most cargo space available in any traditional full size cargo van
- Most capable full-size off-road pickup – Ram Power Wagon
- Most awarded light-duty truck in America
- Highest owner loyalty of any half-ton pickup

The latest [J.D. Power APEAL study](#), which rates the emotional bond between customers and their vehicles, named the 2023 Ram 1500 as the best full-size light-duty pickup.

Ram is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

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